



FY 2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"South Dakota Public Broadcasting
is a great way to reach people in
every corner of our state."*

- Gov. Mike Rounds

**Our Mission is to challenge the mind and lift the spirit
of South Dakotans through creative public broadcasting.**



SDPB is a valuable South Dakota resource.

- * State's most comprehensive source of democracy in action, including local Legislature, candidates and ballot issues.
- * Only source for thorough South Dakota history and documentary programming.
- * State's destination for in-depth conversations on local issues.
- * Only statewide source of programs about the culture and history of the state's largest minority.
- * Only source of over-the-air TV for many rural areas.
- * The statewide EAS information provider.
- * The only state-owned statewide multimedia resource.

In the past year, SDPB provided these key local services:

- * Statewide television, radio and online programming and resources to South Dakotans.
- * Comprehensive daily coverage via TV, radio & Internet of record 2011 flooding in the state.
- * More than 200 hours of multimedia State Legislative coverage.
- * More than 60 hours of multimedia high school achievement events.
- * Comprehensive educational tools online for teachers for local content and national PBS content.
- * More than 40 hours of South Dakota issues programming.

SDPB's local services have a deep impact in South Dakota.

- * Up to 27,000 people tune in TV to see a high school achievement event.
- * More than 1,500 educators subscribe to the education e-newsletter.
- * More than 200,000 households regularly tune into SDPB TV or Radio.
- * More than 8,000 are on the subscriber list for the e-SDPB newsletter.
- * More than 12,000 households are members of the Friends of SDPB.
- * SDPB online has more than 5 million page views per year. **Statehouse** gets 3,000 a week.
- * SDPB Radio posts its first-ever \$100,000+ drive.



2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

July 1 2010-June 30, 2011, was an exciting year for SDPB. Here are some of the highlights.

July 2010

We partner with the Sanford Underground Lab at Homestake for two days of science at the NSF/Lawrence-Livermore facility in Lead, S.D. We present (and webcast) a Science Café attended by more than 100, featuring details about the lab; offer a one-hour SDPB Radio **Innovation** program broadcast about the science at the lab; and entertain some 600+ visitors to Neutrino Day activities with science experiments and demonstrations.

We spend three days in Belle Fourche in June to record the 2010 High School Rodeo Finals, presenting a two-hour television highlights program in July.

Dakota KidStories, a half-hour television program featuring the winners of the South Dakota PBS KIDS GO! Writers Contest, airs on television.

Staff and our mascot, Buddy, head for the two-day Storybook Land Festival in Aberdeen, featuring an SDPB-sponsored concert by Mr. Steve and greeting 1,000+ visitors at our booth.

SDPB Radio continues its year-long **Active Duty** project, following the lives of SDPB National Guard troops stationed in Afghanistan. Television continues short related video segments.

August 2010

We paint South Dakota Red Green. The comedian comes to South Dakota for a meet and greet in Yankton, that was overwhelmed by more than 600 and a sell-out Wit & Wisdom Tour performance in Sioux Falls.

We present debates on TV, Radio and Online featuring South Dakota gubernatorial candidates and start a summerlong **Meet the Candidates** series on TV and Web featuring State Legislature candidates.

A retrospective of the 2009 South Dakota Film Festival, featuring an SDPB Radio host interviewing Keven Costner, airs on SDPB TV.

We revise our kids club – Buddy's Birdhouse – from snail mail to online.

Radio presents a week-long series on South Dakota foods.

We begin airing and printing a seven-month series of My Source spots looking at the impact of SDPB in the state.

September 2010

We partner with Sioux Falls Jazz & Blues Society to tape (in July) and present the two-hour **The Best of JazzFest**.

The monthly half-hour **Dakota Life** program premieres a new season.

We partner with the Freedom Forum to broadcast the Al Neuharth Award for Excellence in Journalism, presented annually at the University of South Dakota.

NPR's Deborah Amos is our special guest at the 2010 Festival of Books in Sioux Falls, part of our partnership with the South Dakota Humanities Council.

SDPB Radio premieres two new weekly one-hour local radio programs: **Rock Garden Tour** and **Extended Play**.

A Science Café, also a webcast, in Aberdeen looks at beneficial microorganisms.

October 2010

We present live two-hour TV broadcast and webcast of the High School All-State Chorus and Orchestra.

We offer multi-media broadcasts and Web archives of debates by candidates for Public Utilities Commission, Attorney General, Governor and U.S. House, and ballot initiatives debates, in partnership with AARP South Dakota.

Active Duty project soldiers come home from Afghanistan – their exploits followed for a year on SDPB Radio.

NPR's Vivian Schiller headlines a celebration of 50 years of collaboration between SDPB Radio and the University of Sioux Falls.

November 2010

SDPB TV (28,620 viewers) and Online reach a statewide audience with live coverage of six games of the High School Football Finals. Staff was on hand at the SDPB booth to talk with the live audiences. Girls Volleyball drew 22,370 viewers and the Cheer & Dance competitions aired live during the month as well.

TV tapes and presents highlights from the Dakota Sky International Piano Competition from Sioux Falls.

Television debuts a new season of **Nature Adventures**, a program aimed at fourth graders that focuses on the outdoors in our region. The website includes a teacher's guide and lesson plans.

Local pre-election and election coverage dominate the first days of the month. **South Dakota Focus**, TV's public affairs program that airs two or three times a month, interviews the new governor-elect.



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December 2010

SDPB Online, TV and Radio offer the state's only live statewide coverage of the Governor's Budget Address.

South Dakota Focus, a one-hour program, talks to outgoing Gov. Mike Rounds about his eight years in office.

Radio and TV present one-hour specials on the **Active Duty** project, which followed South Dakota National Guard soldiers during their year in Afghanistan.

January 2011

SDPB covers the inauguration of a new Governor.

Statehouse coverage – Online, Television and Radio – begins for the State Legislative session in partnership with the Legislative Research Council. SDPB offers daily reports on the action and the only live statewide multimedia coverage of major addresses. SDPB is the only media with full-time staff in Pierre during the Legislative Session.

SDPB officially begins operation of the network's 10th full-power radio transmitter near Spearfish to improve coverage in the Northern Black Hills.

February 2011

SDPB Online covers the state High School Wrestling Tournaments and Gymnastic Championships and SDPB TV covers two classes of High School Wrestling Finals live on two channels and creates a two-hour highlights program from Gymnastics competition. Online keeps up-to-date on the One-Act Play competition, as well. High school achievement coverage is offered in partnership with the South Dakota High School Activities Association.

SDPB Television premieres a new production, **The Stavig Letters**, at a special party in Sisseton, a town of about 2,500. About 280 people attend! The documentary follows the lives of two brothers, one who emigrated to the Sisseton area in the 1800s, and one who remained in Norway.

March 2011

SDPB winds up coverage of **Statehouse**. The Legislature's activities included a 15.9 percent cut to the network.

Nationally known comedians Williams & Ree come to the network for a live sell-out show and broadcast. The South Dakota natives are longtime SDPB supporters.

SDPB presents the broadcast premiere of **The Stavig Letters**, a documentary about European immigration to South Dakota. The program airs nationwide via NETA.

Tens of thousands of South Dakotans tune into the State High School Girls & Boys Basketball Tournaments. SDPB uses three channels and the web, plus a partnership with SDN Communications, to cover six tournaments/72 games.

SDPB online offers coverage of the two-day All-State Band gathering.

April 2011

A two-hour television special showcases the high school musicians in All-State Band.

SDPB Marketing partners with the state to promote the Broadband Initiative, creating materials for use by statewide media.

May 2011

SDPB TV presents an educational classical music program (with online teacher's guide) in partnership with the South Dakota Symphony. The one-hour program, recorded in March, features Prokofiev's "Romeo and Juliet."

Web coverage of All-State Jazz Band and a two-hour TV Jazz Band highlights show, plus all-day live coverage of the High School State Track & Field Finals showcase high school achievement.

An SDPB Science Café in Aberdeen on severe weather draws more than 60 participants.

Some 600 children and families join an SDPB library activities event in Watertown.

SDPB creates an emergency plan for expected Missouri River flooding.

June 2011

Coverage of the record-setting Missouri River flooding goes into high gear with daily reports on Television, Radio and Online.

SDPB Television premieres a half-hour documentary about the Mountain Pine Beetle, which has become a huge problem in the Black Hills of South Dakota.

We bring 12 K-3rd winners of our PBS Kids Go! Writers Contest and their families to the network to present prizes, celebrate literacy and record the children reading their stories for our NETA Award-winning **Dakota KidStories** series



2011 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

Tune Into Democracy; Tune Into Statehouse

South Dakota is a big state, with long lonely stretches of highway. Winter weather can be severe. From January to March, **Statehouse**, via Online, Television and Radio, brings the South Dakota Legislature in Pierre to everyone, regardless of weather, geography, economic status, ethnicity or age.



A Spring & Summer of Flooding On the Big Mo

South Dakotans coped with record flooding in spring-summer 2011, and SDPB was there with news reports on SDPB Television and Radio, and comprehensive news and information at SDPB.org/flood. South Dakotans had questions and we tracked down the answers.



SDPB's High School Achievement – Community Pride & Unity

South Dakota is a very rural state with only one city topping the 100,000 mark. High school activities are the core of rural communities. They are a source of pride, of community bonding and entertainment. SDPB's high school achievement coverage opens state tournaments, finals and events to everyone.



“Active Duty” – SDPB Follows Lives of South Dakotans Sent to Afghanistan

Reach in the Community:

Population-wise South Dakota is a small state and over two foreign wars in the past decade, thousands of the state’s National Guardsmen ended up in Afghanistan and Iraq. Over the course of more than a year, SDPB Radio gave South Dakotans a look at what life was like for our loved ones, friends and neighbors who were in harm’s way in Afghanistan. The project, which also included reports from a South Dakota unit in Iraq and stories from the homefront, touched almost everyone in the state in some way.

Partnerships:

SPC Bruce Jones, with permission from military leaders, offered on-air Radio news reports, an online diary, webcam photos and video during almost a year of deployment. Many of his reports were offered as short segments on SDPB Television.

Once the Afghanistan group came home, several members worked with Radio and Television to provide one-hour specials telling more details about their real – and harrowing – mission. The entire project is documented on SDPB.org/activeduty.

Impact and Community Feedback:

The project was followed by families, military officials and soldiers and by South Dakotans in general throughout the state. Some were concerned we were revealing too much, but actual locations and many of the dangers the soldiers faced during their tour were not part of the series. Much of the coverage concerned the mundane challenges of everyday life. We only learned more after the 211th Engineer Company of the South Dakota National Guard came back from Afghanistan.

The project opened communications between state officials and the network and provided valuable connections for the network.



Top, the 211th Engineer
Company (Sapper) of the
South Dakota National
Guard in Afghanistan.

Above, SPC Bruce Jones,
who worked with SDPB
Radio to provide carefully
vetted reports and video
directly from Afghanistan.

Evaluating Outcomes, Measuring Impact



“South Dakota Public Broadcasting is my source for news and information, but it’s also a source of inspiration for me.” – Delta David Gier, South Dakota Symphony

“As a young mother ... I used to think ... I hope I get a chance someday to say thank you to the people who don’t have young children right now who I know are paying for the programming that my kids are gaining a value from... Thank you. You were educating my kids”

– Brenda Ehrmantraut



SDPB Science Guy Steve, above right, travels the state to make science come alive for kids at events and to teach teachers how to duplicate simple experiments for their classrooms.

We Believe:

- in earning public trust through honest and dependable programming and professional integrity.
- in fostering a statewide sense of identity through programs by, for and about South Dakotans.
- in providing all South Dakotans with access to the world.
- we instill a love of learning in South Dakota’s children.
- in programming that provides balanced opportunities for diverse views.
- in maintaining an environment free of commercial influence.
- in enhancing and expanding communication.
- we provide high quality customer service.
- in public participation in our governance and creative process.
- we are positioned to make a difference.